

JAMHURI YA KENYA



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FUN FACTS ABOUT KENYA!

- ❖ Kenya is home to a lot of world record breakers, and a lot of people who run long distances are from here. (Purkiss, 2022).
- ❖ Home to the Second tallest mountain resides here; standing at 5599m tall, it takes about 5 days to climb it. (Purkiss, 2022).
- ❖ Kenya is famous for the "The Great Rift Valley" it was formed about 25 million years ago because of the geological tension with the earth's crust (Purkiss, 2022).



DOMESTIC & INTERNATIONAL RETAILING

- ❖ **Domestic** - There is a negative correlation between second-hand trade and the lack of domestic fashion. Few Kenyan brands exist since they cannot compete with cheap second-hand clothing. The domestic fashion industry in Kenya needs to communicate the value of Kenyan design to consumers. Many young people are finding influence in Western culture and trends. The will to embrace the Kenyan aesthetic would have to exist among the population; otherwise, western fashion alternatives will gain popularity.



DOMESTIC & INTERNATIONAL RETAILING

- ❖ **International** - The US is the largest export destination of Kenya's apparel, accounting for over 90 percent of garment exports annually. By building up exports, trade will flourish and help bridge trade deficits between Kenya and her trading partners. International trade will provide markets for Kenyan products and enlarge Kenya's consumption and production capabilities. With ongoing developments in production, government support, and newly signed trade deals, Kenya's textile and apparel industry is expected to continue its growth in the global market.



KIKOI "KIKOY" CLOTH



- ❖ *Kikoi* is a Swahili term that means “wrap-around”. (ClipKulture, 2023).
 - ❖ It is a traditional colored cloth that is used as clothing, around the waist, legs, or shoulders
 - ❖ It typically measures about 44" wide and 66" long
 - ❖ It is a staple item for Kenyan households as it can be used as *baby slings*, *towels*, *head wraps*, and *coverings* for the lower portion essential for men, women, and children.

- ❖ The dying process for *kikoi* cloth is called *batik*.
 - ❖ An Indonesian ancient traditional method of dyeing garments using wax and dye (Gaffney, 2023).
 - ❖ Boasting different patterns and colors, *kikoi* cloth communicates *personal style*, *social/political stances*, and *Swahili pride* (Mwedekeli, 2023).



THANK YOU!

